Seth M Noar

List of Publications by Year
in descending order

94 papers	6,852 citations	108046 37 h-index	73587 79 g-index
94 all docs	94 docs citations	94 times ranked	7673 citing authors

#	Article	IF	Citations
1	Are Social Media Interventions for Health Behavior Change Efficacious among Populations with Health Disparities?: A Meta-Analytic Review. Health Communication, 2023, 38, 133-140.	1.8	11
2	Responses to pictorial versus text-only cigarillo warnings among a nationally representative sample of US young adults. Tobacco Control, 2023, 32, 211-217.	1.8	5
3	Point-of-Sale Health Communication Campaigns for Cigarillos and Waterpipe Tobacco: Effects and Lessons Learned from Two Cluster Randomized Trials. Health Communication, 2023, 38, 1201-1212.	1.8	3
4	Development of the UNC Perceived Message Effectiveness Scale for Youth. Tobacco Control, 2023, 32, 553-558.	1.8	7
5	Perceived effectiveness of objective elements of vaping prevention messages among adolescents. Tobacco Control, 2023, 32, e228-e235.	1.8	12
6	Reactions to messages about smoking, vaping and COVID-19: two national experiments. Tobacco Control, 2022, 31, 402-410.	1.8	36
7	How Emotional Shifts Effect Youth Perceptions of Opioid Risk and Efficacy: Testing a Know the Truth Campaign Narrative. Health Communication, 2022, 37, 1820-1831.	1.8	11
8	The process of developing and pretesting narrative messages for adolescents with type 1 diabetes. Journal of Communication in Healthcare, 2022, 15, 102-111.	0.8	2
9	mHealth Interventions for Contraceptive Behavior Change in the United States: A Systematic Review. Journal of Health Communication, 2022, , 1-15.	1.2	0
10	Whatâ€™s in the message? An analysis of themes and features used in vaping prevention messages. Addictive Behaviors Reports, 2022, 15, 100404.	1.0	7
11	A Self-management SMS Text Messaging Intervention for People With Inflammatory Bowel Disease: Feasibility and Acceptability Study. JMIR Formative Research, 2022, 6, e34960.	0.7	2
12	Identifying Promising Themes for Adolescent Vaping Warnings: A National Experiment. Nicotine and Tobacco Research, 2022, 24, 1379-1385.	1.4	9
13	Aided recall of The Real Cost e-cigarette prevention advertisements among a nationally representative sample of adolescents. Preventive Medicine Reports, 2022, 28, 101864.	0.8	3
14	Comparison of Message and Effects Perceptions for The Real Cost E-Cigarette Prevention Ads. Health Communication, 2021, 36, 1222-1230.	1.8	31
15	Incremental criterion validity of message perceptions and effects perceptions in the context of anti-smoking messages. Journal of Behavioral Medicine, 2021, 44, 74-83.	1.1	20
16	Developing Pictorial Cigarillo Warnings: Insights From Focus Groups. Nicotine and Tobacco Research, 2021, 23, 383-389.	1.4	10
17	Impact of eHealth technologies on patient outcomes: a meta-analysis of chronic gastrointestinal illness interventions. Translational Behavioral Medicine, 2021, 11, 1-10.	1.2	10
18	Does the content and source credibility of health and risk messages related to nicotine vaping products have an impact on harm perception and behavioural intentions? A systematic review. Addiction, 2021, 116, 3290-3303.	1.7	16

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19	Topics Analysis of Reddit and Twitter Posts Discussing Inflammatory Bowel Disease and Distress From 2017 to 2019. Crohn's & Colitis 360, 2021, 3, .	0.5	7
20	Adolescents and Young Adults Who Vape or Are Susceptible to Vaping: Characteristics, Product Preferences, and Beliefs. Substance Use and Misuse, 2021, 56, 1607-1615.	0.7	6
21	Message perceptions and effects perceptions as proxies for behavioral impact in the context of anti-smoking messages. Preventive Medicine Reports, 2021, 23, 101434.	0.8	13
22	Narrative Vs. Standard of Care Messages: Testing How Communication Can Positively Influence Adolescents with Type 1 Diabetes. Journal of Health Communication, 2021, 26, 626-635.	1.2	3
23	Does Perceived Message Effectiveness Predict the Actual Effectiveness of Tobacco Education Messages? A Systematic Review and Meta-Analysis. Health Communication, 2020, 35, 148-157.	1.8	64
24	Connections between sources of health and beauty information and indoor tanning behavior among college women. Journal of American College Health, 2020, 68, 163-168.	0.8	5
25	E-Cigarette Health Harm Awareness and Discouragement: Implications for Health Communication. Nicotine and Tobacco Research, 2020, 22, 1131-1138.	1.4	35
26	The Power of Celebrity Health Events: Meta-analysis of the Relationship between Audience Involvement and Behavioral Intentions. Journal of Health Communication, 2020, 25, 501-513.	1.2	28
27	(Mis)communicating about COVID-19: Insights from Health and Crisis Communication. Health Communication, 2020, 35, 1735-1739.	1.8	83
28	Automated image analysis of instagram posts: Implications for risk perception and communication in public health using a case study of #HIV. PLoS ONE, 2020, 15, e0231155.	1.1	17
29	Acceptability of a Computer-Tailored Safer Sex Intervention for Heterosexually Active African Americans Attending an STI Clinic. Journal of Primary Prevention, 2020, 41, 211-227.	0.8	1
30	Pictorial Cigarette Pack Warnings Increase Some Risk Appraisals But Not Risk Beliefs: A Meta-Analysis. Human Communication Research, 2020, 46, 250-272.	1.9	35
31	Evaluating the actual and perceived effectiveness of E-cigarette prevention advertisements among adolescents. Addictive Behaviors, 2020, 109, 106473.	1.7	68
32	Cigarette pack messages about toxic chemicals: a randomised clinical trial. Tobacco Control, 2019, 28, tobaccocontrol-2017-054112.	1.8	25
33	Adolescents' receptivity to E-cigarette harms messages delivered using text messaging. Addictive Behaviors, 2019, 91, 201-207.	1.7	29
34	Understanding Why Pictorial Cigarette Pack Warnings Increase Quit Attempts. Annals of Behavioral Medicine, 2019, 53, 232-243.	1.7	93
35	Developing a Point-of-Sale Health Communication Campaign for Cigarillos and Waterpipe Tobacco. Health Communication, 2019, 34, 343-351.	1.8	20
36	Impact of e-cigarette health warnings on motivation to vape and smoke. Tobacco Control, 2019, 28, e64-e70.	1.8	67

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37	Impact of adding and removing warning label messages from cigarette packages on adult smokersâ€™ awareness about the health harms of smoking: findings from the ITC Canada Survey. Tobacco Control, 2019, 28, e56-e63.	1.8	8
38	E-Cigarette Outcome Expectancies among Nationally Representative Samples of Adolescents and Young Adults. Substance Use and Misuse, 2019, 54, 1970-1979.	0.7	26
39	A Secondary Audience's Reactions to â€œThe Real Costâ€•Advertisements: Results From a Study of U.S. Young Adult Smokers and Susceptible Nonsmokers. American Journal of Preventive Medicine, 2019, 56, S57-S64.	1.6	5
40	Public Reactions to and Impact of Celebrity Health Announcements: Understanding the Charlie Sheen Effect. Howard Journal of Communications, 2019, 30, 479-494.	0.6	16
41	UNC Perceived Message Effectiveness: Validation of a Brief Scale. Annals of Behavioral Medicine, 2019, 53, 732-742.	1.7	79
42	Communication Regulatory Science: Mapping a New Field. Health Communication, 2019, 34, 273-279.	1.8	5
43	Systematic Review of Health Communication for Non-Cigarette Tobacco Products. Health Communication, 2019, 34, 361-369.	1.8	32
44	Can a selfie promote public engagement with skin cancer?. Preventive Medicine, 2018, 111, 280-283.	1.6	27
45	Identifying principles for effective messages about chemicals in cigarette smoke. Preventive Medicine, 2018, 106, 31-37.	1.6	34
46	Negative affect, message reactance and perceived risk: how do pictorial cigarette pack warnings change quit intentions?. Tobacco Control, 2018, 27, e136-e142.	1.8	73
47	Understanding Misinformation in the Pro-tanning Communication Environment: A Content Analysis. American Journal of Health Education, 2018, 49, 234-245.	0.3	4
48	Adolescentsâ€™ Aided Recall of Targeted and Non-Targeted Tobacco Communication Campaigns in the United States. International Journal of Environmental Research and Public Health, 2018, 15, 2363.	1.2	6
49	Measurement and Design Heterogeneity in Perceived Message Effectiveness Studies: A Call for Research. Journal of Communication, 2018, 68, 990-993.	2.1	18
50	Why smokers avoid cigarette pack risk messages: Two randomized clinical trials in the United States. Social Science and Medicine, 2018, 213, 165-172.	1.8	17
51	Frequency and Content of Conversations About Pictorial Warnings on Cigarette Packs. Nicotine and Tobacco Research, 2018, 20, 882-887.	1.4	18
52	The Role of Knowledge and Risk Beliefs in Adolescent E-Cigarette Use: A Pilot Study. International Journal of Environmental Research and Public Health, 2018, 15, 830.	1.2	39
53	Perceived Message Effectiveness Measures in Tobacco Education Campaigns: A Systematic Review. Communication Methods and Measures, 2018, 12, 295-313.	3.0	57
54	Public understanding of cigarette smoke constituents: three US surveys. Tobacco Control, 2017, 26, 592-599.	1.8	56

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55	Systematic Review of Measures Used in Pictorial Cigarette Pack Warning Experiments. Nicotine and Tobacco Research, 2017, 19, 1127-1137.	1.4	23
56	The Charlie Sheen Effect on Rapid In-home Human Immunodeficiency Virus Test Sales. Prevention Science, 2017, 18, 541-544.	1.5	28
57	Assessing the Potential Effectiveness of Pictorial Messages to Deter Young Women from Indoor Tanning: An Experimental Study. Journal of Health Communication, 2017, 22, 294-303.	1.2	18
58	Effects of Strengthening Cigarette Pack Warnings on Attention and Message Processing: A Systematic Review. Journalism and Mass Communication Quarterly, 2017, 94, 416-442.	1.4	92
59	The Relationships Between Female Adolescentsâ€™ Media Use, Indoor Tanning Outcome Expectations, and Behavioral Intentions. Health Education and Behavior, 2017, 44, 403-410.	1.3	22
60	Impact of The Real Cost Campaign on Adolescentsâ€™ Recall, Attitudes, and Risk Perceptions about Tobacco Use: A National Study. International Journal of Environmental Research and Public Health, 2017, 14, 42.	1.2	42
61	The impact of strengthening cigarette pack warnings: Systematic review of longitudinal observational studies. Social Science and Medicine, 2016, 164, 118-129.	1.8	243
62	Adolescent and Young Adult Perceptions of Hookah and Little Cigars/Cigarillos: Implications for Risk Messages. Journal of Health Communication, 2016, 21, 818-825.	1.2	71
63	Understanding how perceptions of tobacco constituents and the FDA relate to effective and credible tobacco risk messaging: A national phone survey of U.S. adults, 2014â€“2015. BMC Public Health, 2016, 16, 516.	1.2	62
64	Effect of Pictorial Cigarette Pack Warnings on Changes in Smoking Behavior. JAMA Internal Medicine, 2016, 176, 905.	2.6	250
65	An Empirical Analysis of Indoor Tanners: Implications for Audience Segmentation in Campaigns. Journal of Health Communication, 2016, 21, 564-574.	1.2	12
66	Testing warning messages on smokersâ€™ cigarette packages: a standardised protocol. Tobacco Control, 2016, 25, 153-159.	1.8	30
67	Pictorial cigarette pack warnings: a meta-analysis of experimental studies. Tobacco Control, 2016, 25, 341-354.	1.8	519
68	Adolescentsâ€™ and Young Adultsâ€™ Knowledge and Beliefs About Constituents in Novel Tobacco Products. Nicotine and Tobacco Research, 2016, 18, 1581-1587.	1.4	36
69	News and Internet Searches About Human Immunodeficiency Virus After Charlie Sheenâ€™s Disclosure. JAMA Internal Medicine, 2016, 176, 552.	2.6	38
70	Big Data Sensors of Organic Advocacy: The Case of Leonardo DiCaprio and Climate Change. PLoS ONE, 2016, 11, e0159885.	1.1	49
71	Social Interactions Sparked by Pictorial Warnings on Cigarette Packs. International Journal of Environmental Research and Public Health, 2015, 12, 13195-13208.	1.2	43
72	Cancer Information Seeking in the Digital Age. Medical Decision Making, 2015, 35, 16-21.	1.2	51

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73	Testing a Social Cognitive Theory-Based Model of Indoor Tanning: Implications for Skin Cancer Prevention Messages. Health Communication, 2015, 30, 164-174.	1.8	31
74	Development and Validation of the Comprehensive Indoor Tanning Expectations Scale. JAMA Dermatology, 2014, 150, 512.	2.0	44
75	Public Reaction to the Death of Steve Jobs: Implications for Cancer Communication. Journal of Health Communication, 2014, 19, 1278-1295.	1.2	34
76	Public Figure Announcements About Cancer and Opportunities for Cancer Communication: A Review and Research Agenda. Health Communication, 2014, 29, 445-461.	1.8	68
77	Do celebrity cancer diagnoses promote primary cancer prevention?. Preventive Medicine, 2014, 58, 81-84.	1.6	46
78	Adolescent sexual health communication and condom use: A meta-analysis.. Health Psychology, 2014, 33, 1113-1124.	1.3	116
79	Efficacy of text messaging-based interventions for health promotion: A meta-analysis. Social Science and Medicine, 2013, 97, 41-48.	1.8	552
80	Using Digital Surveillance to Examine the Impact of Public Figure Pancreatic Cancer Announcements on Media and Search Query Outcomes. Journal of the National Cancer Institute Monographs, 2013, 2013, 188-194.	0.9	42
81	A Meta-Analysis of Web-Delivered Tailored Health Behavior Change Interventions. Journal of Health Communication, 2013, 18, 1039-1069.	1.2	528
82	eHealth interventions for HIV prevention. AIDS Care - Psychological and Socio-Medical Aspects of AIDS/HIV, 2012, 24, 945-952.	0.6	72
83	Sexual Partnerships, Risk Behaviors, and Condom Use Among Low-Income Heterosexual African Americans: A Qualitative Study. Archives of Sexual Behavior, 2012, 41, 959-970.	1.2	46
84	Application of the Attitude-Social Influence-Efficacy Model to Condom Use Among African-American STD Clinic Patients: Implications for Tailored Health Communication. AIDS and Behavior, 2011, 15, 1045-1057.	1.4	19
85	Computer technology-based interventions in HIV prevention: state of the evidence and future directions for research. AIDS Care - Psychological and Socio-Medical Aspects of AIDS/HIV, 2011, 23, 525-533.	0.6	85
86	Using computer technology for HIV prevention among African-Americans: development of a tailored information program for safer sex (TIPSS). Health Education Research, 2011, 26, 393-406.	1.0	26
87	Assessing the Relationship Between Perceived Message Sensation Value and Perceived Message Effectiveness: Analysis of PSAs From an Effective Campaign. Communication Studies, 2010, 61, 21-45.	0.7	42
88	Efficacy of computer technology-based HIV prevention interventions: a meta-analysis. Aids, 2009, 23, 107-115.	1.0	337
89	Behavioral Interventions to Reduce HIV-related Sexual Risk Behavior: Review and Synthesis of Meta-Analytic Evidence. AIDS and Behavior, 2008, 12, 335-353.	1.4	207
90	A 10-Year Retrospective of Research in Health Mass Media Campaigns: Where Do We Go From Here?. Journal of Health Communication, 2006, 11, 21-42.	1.2	642

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91	Why Communication Is Crucial: Meta-Analysis of the Relationship Between Safer Sexual Communication and Condom Use. Journal of Health Communication, 2006, 11, 365-390.	1.2	253
92	Health Behavior Theory and cumulative knowledge regarding health behaviors: are we moving in the right direction?. Health Education Research, 2005, 20, 275-290.	1.0	582
93	Rethinking positive and negative aspects of alcohol use: suggestions from a comparison of alcohol expectancies and decisional balance.. Journal of Studies on Alcohol and Drugs, 2003, 64, 60-69.	2.4	47
94	Condom Negotiation in Heterosexually Active Men and Women: Development and Validation of a Condom Influence Strategy Questionnaire. Psychology and Health, 2002, 17, 711-735.	1.2	90